ABSTRACT OF THE DISCLOSURE

A system and method for determining the availability of a restricted class of tickets is provided. In one embodiment, an initial number of restricted tickets are made available for purchase. Purchase orders are received and processed by an event server. The event

5   server is configured to assess the volume of sales and determine whether sales meet expectations. If expectations are not met, the server takes steps to change the availability of restricted tickets. Further, embodiments of the invention provide methods and systems for determining the optimal selling price and availability of restricted tickets based on revenue goals, supply/demand, event capacity, and other factors.